Subject: Assessment of Data Quality and Strategies for Mitigation

Dear John Doe,

I hope this email finds you well. First and foremost, I would like to express my gratitude for data sets you have provided from Sprocket Central Pty Ltd. The summary table below highlights key quality issues that we discovered within the three datasets. Please let me know if you have queries surrounding the issues presented.

Summary Table:

1. Customer Demographic:

Accuracy

* DOB: Inaccurate.
* Age: Missing.

Completeness

* Job Title: Blanks.
* Customer id: Incomplete.

Consistency

* Gender: Inconsistency.

Currency

* Decreased customers: Filter out.

Relevancy

* Default Column: Delete.

1. Customer Address

Completeness

* Customer id: Incomplete.

Consistency

* States: Inconsistency.

1. Transactions

Accuracy

* Profit: Missing.

Completeness

* Customer Id: Incomplete.
* Online Order: Blanks.
* Brand: Blanks.

Relevancy

* Cancelled Status order: Filter out.

Validity

* List price: Format.
* Product sold date: Format.

That summarizes all data quality issues discovered through the first stage of the data quality analysis. The mitigation strategies suggested are simple and effective ways of improving data quality for future analysis. They will not only improve the analysis output that can perform within the company but will increase the level of analysis that can be performed by KPMG and other hired analysis teams.

Please let us know if you have questions regarding mitigation or any data quality issues identified.

Kind regards,

Prathamesh Sanjay Dongre